

Idaho Travel Council
October 13 & 14, 2009
Hunt Lodge - McCall, ID

AGENDA

Tuesday, October 13, 2009

10:30 a.m.	Call to Order, Introductions Welcome	Tadd Jenkins, Chair Tim Cochrane, McCall Chamber CEO (Invited)
	Approval of Minutes	
10:45 a.m.	Director's Report	Don Dietrich
11:00 a.m.	Budget Report	Karen Ballard
11:15 a.m.	Grant Program Discussion & Review of Revised Guidelines	Karen Ballard, Cathy Bournier
Noon	Working Lunch: All West Presentation	Marsha Stearns
1:15 p.m.	drake/cooper <ul style="list-style-type: none">• 2010 Marketing Plan• RV Marketing Plan• Adventures in Living Update• Travel Guide Cover Update	
3:00 p.m.	Break	
3:15 p.m.	Recap of FY10 Winter Media Plan with Snowmobile FY10 Prime Season Print Campaign with Co-op and Opportunity Funds	
5:00 p.m.	Adjourn	

Wednesday, October 14, 2009

8:00 a.m.	Call to Order	Tadd Jenkins, Chair
8:15 a.m.	Grant Amendments	Cathy Bournier
8:45 a.m.	Tax Commission Discussion	John May, Karen Ballard
9:30 a.m.	Golf Market Update	Noel Lucky, The Lucky Group
9:45 a.m.	Idaho Conference on Recreation & Tourism	Karen Ballard
10:00 a.m.	Trip Advisor Presentation	
11:00 a.m.	Other Business Future Meeting Dates	
11:30 a.m.	Adjourn	